

State Of Utah Tourism Profile 2006

Statewide Indicator	2004	2005	2006	% Change 2005-2006	AAPC 2004-2006
DEMOGRAPHIC					
Population	2,469,230	2,547,389	2,615,129	2.7%	2.9%
Total Non-Ag Employment	1,104,328	1,148,315	1,208,100	5.2%	4.6%
Non-Ag Avg Monthly Wage	\$2,642	\$2,736	\$2,883	5.4%	4.5%
Per Capita Income	\$26,191	\$27,497	\$29,329	6.7%	5.8%
Unemployment Rate	5.2%	4.3%	3.3%	-23.3%	-20.3%
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$5,648	\$5,779	\$5,908	2.2%	2.3%
Travel & Tourism Related Employment	111,380	109,950	112,570	2.4%	0.5%
Direct Tourism-Related Employment	60,637	60,004	61,347	2.2%	0.6%
Indirect Tourism-Related Employment	16,008	15,713	16,142	2.7%	0.4%
Induced Tourism-Related Employment	34,734	34,231	35,083	2.5%	
TOURISM TAX REVENUES (millions)					
State & Local Tax Revenues from Traveler Spending	\$528	\$549	\$568	3.5%	3.7%
Transient Room Tax	\$18.4	\$20.9	\$24.4	16.7%	15.2%
Restaurant Tax	\$25.1	\$26.7	\$29.0	8.6%	7.5%
Car Rental Tax	\$11.9	\$13.5	\$15.3	13.3%	13.4%
Gross Taxable Retail Sales	\$35,293.0	\$39,186.0	\$44,747.0	14.2%	12.6%
STATEWIDE VISITATION COUNTS					
Visits by Non-Resident Travelers	17,500,000	19,100,000	19,300,000	1.0%	5.0%
Visits by International Travelers	620,000	660,000	690,000	4.5%	5.5%
Traffic Count at Interstate Borders	22,194,190	22,744,975	36,516,425	60.5%	28.3%
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	2.7%
I-15 UT/ID Traffic Count	3,223,315	3,212,000	3,285,000	2.3%	1.0%
I-70 UT/CO Traffic Count	2,280,155	2,248,400	2,390,750	6.3%	2.4%
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	1.4%
I-80 UT/NV Traffic Count	2,230,150	2,273,950	2,286,725	0.6%	1.3%
I-84 UT/ID Traffic Count	2,393,670	2,482,000	2,555,000	2.9%	3.3%
Total Nat'l. Park Recreation Visits	5,318,157	5,329,931	5,165,498	-3.1%	-1.4%
Arches National Park	733,129	781,667	833,046	6.6%	6.6%
Bryce Canyon National Park	987,250	1,017,680	890,673	-12.5%	-5.0%
Canyonlands National Park	371,706	393,672	413,587	5.1%	5.5%
Capitol Reef National Park	551,910	550,253	513,702	-6.6%	-3.5%
Zion National Park	2,674,162	2,586,659	2,514,490	-2.8%	-3.0%
Total Nat'l. Mon. & Rec. Area Visits	5,318,157	5,329,931	4,721,741	-11.4%	-5.8%
Total State Park Visits	4,413,702	4,377,041	4,494,990	2.7%	0.9%
Salt Lake Int'l. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	8.4%
Utah Skier Visits	3,429,141	3,895,578	4,062,188	4.3%	8.8%
Utah Welcome Center Visits	612,004	598,863	581,154	-3.0%	-2.6%
Hotel/Motel Occupancy Rates	60.8%	65.0%	68.2%	4.9%	5.9%

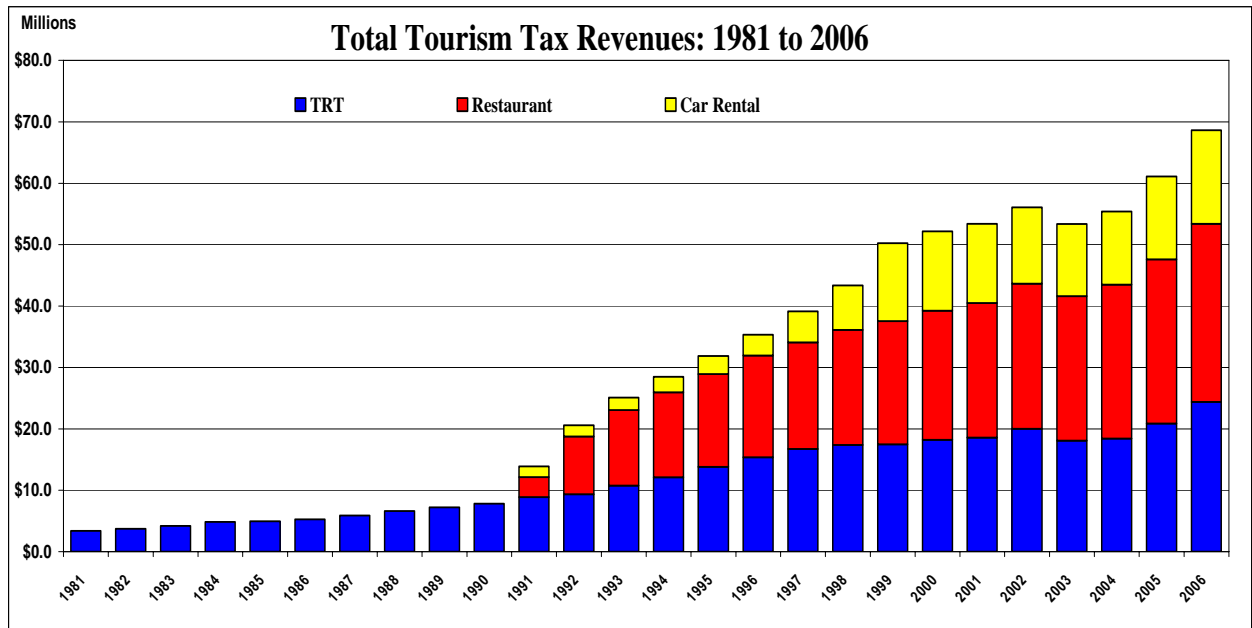
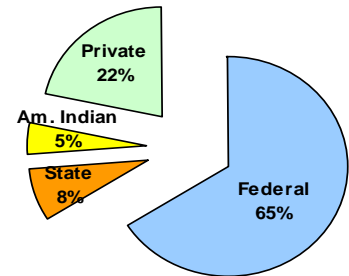
State of Utah Tourism Profile

Land Ownership - 2006	No. of Acres	% Total
Total Acres in State	52,809,309	100.0%
Federal Government	34,740,016	65.8%
BLM	22,806,752	43.2%
US Forest Service	8,109,117	15.4%
National Park Service	1,950,709	3.7%
National Wildlife Refuge	62,123	0.1%
Other*	1,811,315	3.4%
State Government	4,149,951	7.9%
Utah State Parks & Recreation	89,605	0.2%
Utah State Wildlife Reserves	446,969	0.8%
State Sovereign Lands	189,289	0.4%
State Trust Lands	3,423,726	6.5%
Other*	362	0.0%
American Indian	2,444,046	4.6%
Private**	11,475,296	21.7%

*Includes Military and Bankhead Jones land (Fed) or UDOT land (State)

**May include some local government land

Land Ownership - 2006



Statewide Performance Indicators

SUMMARY OF UTAH TOURISM ACTIVITY – 2006			
Economic Indicators	2005	2006	% Change
Total Non-Resident Visitors	19.1 Million	19.3	1.0%
U.S. Visitors	18.4 Million	18.6 Million	1.1%
International Visitors	660,000	690,000	4.5%
Total Tourism Spending	\$5.779 Billion	\$5.908 Billion	2.2%
Total Direct Tourism-Related Tax Revenues	\$549 Million	\$568 Million	3.5%
State Tax Revenues	\$353 Million	\$368 Million	4.3%
Local Tax Revenues	\$196 Million	\$201 Million	2.6%
Total Tourism-Related Employment	109,948	112,572	2.4%
Direct Tourism Employment	60,004	61,347	2.2%
Indirect Tourism Employment	15,713	16,142	2.7%
Tax Indicators	2005	2006	% Change
Total Tourism Tax Revenues	\$58.2 Million	\$69.2 Million	18.9%
Transient Room Tax Revenue	\$20.9 Million	\$24.4 Million	16.7%
Restaurant Tax Revenue	\$26.7 Million	\$29.0 Million	8.6%
Car Rental Tax Revenue	\$13.5 Million	\$15.3 Million	13.3%
Total Gross Taxable Sales (GTS)	\$39.2 Billion	\$44.8 Billion	14.2%
Total Tourism-Related GTS	\$4.7 Billion	\$5.2 Billion	11.0%
Transportation GTS	\$171.9 Million	\$201.0 Million	17.0%
Eating & Drinking GTS	\$2,452.3 Million	\$2,771.4 Million	13.0%
Auto Rentals GTS	\$497.6 Million	\$576.8 Million	15.9%
Hotels & Lodging GTS	\$753.7 Million	\$739.6 Million	-1.9%
Amusement & Recreation GTS	\$804.8 Million	\$905.7 Million	12.5%
Volume Indicators	2005	2006	% Change
Airline Passengers at Salt Lake Int'l Airport	22.2 Million	21.6 Million	-3.1%
National Park Visitors	5.3 Million	5.2 Million	-3.1%
National Monument & Rec. Area Visitors	4.9 Million	4.7 Million	-11.4%
State Park Visitors	4.4 Million	4.5 Million	2.7%
Utah Welcome Center Visitors	598,860	581,154	-3.0%
Total Skier Visits	3.9 Million	4.1 Million	4.3%
Statewide Hotel Occupancy Rate	65.1%	68.3%	3.2%

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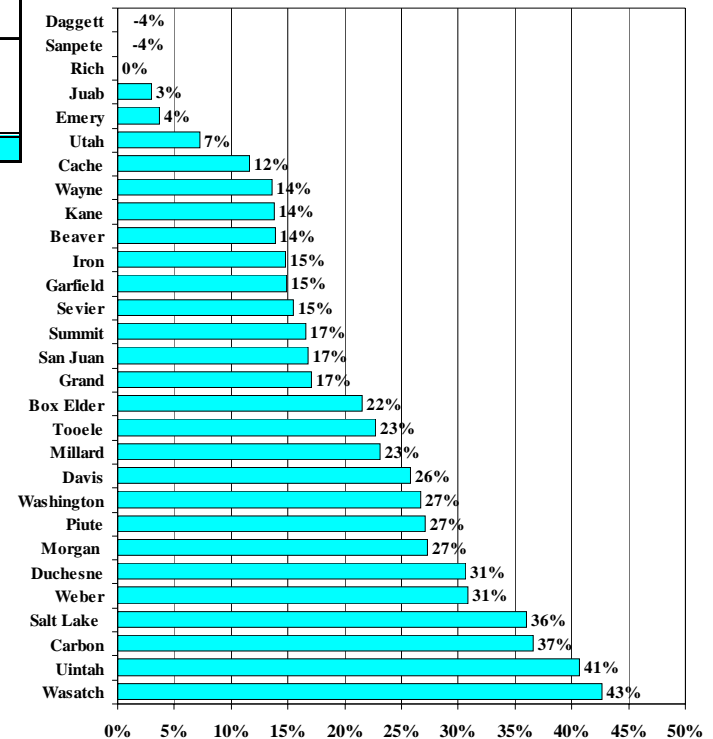
SOURCE: Data collected from reporting agencies by the Utah Office of Tourism

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth	Strong Performers
Transient Room Tax	\$24.4 Mil.	16.9%	23 Counties (79%)	6 Counties (21%)	Morgan (96.4%) Carbon (48.0%) Duchesne (44.7%)
Restaurant Tax	\$29.0 Mil.	8.5%	21 Counties (81%)	5 Counties (19%)	Beaver (17.0%) Morgan (16.8%) Summit (14.8%)
Car Rental Tax	\$11.2 Mil. (Counties) \$4.1 Mil. (State of Utah)	12.9% (Counties) 12.6% (State of Utah)	8 Counties (89%)	1 County (11%)	Uintah (85.5%) Grand (53.0%) Utah (19.1%)
COMBINED Total	\$69.2 Mil (\$4.1 Mil State of Utah car rental tax not included)	18.2%	27 Counties (93%)	2 Counties (7%)	Wasatch (42.7%) Uintah (40.7%) Carbon (36.6%) Salt Lake (36.0%)

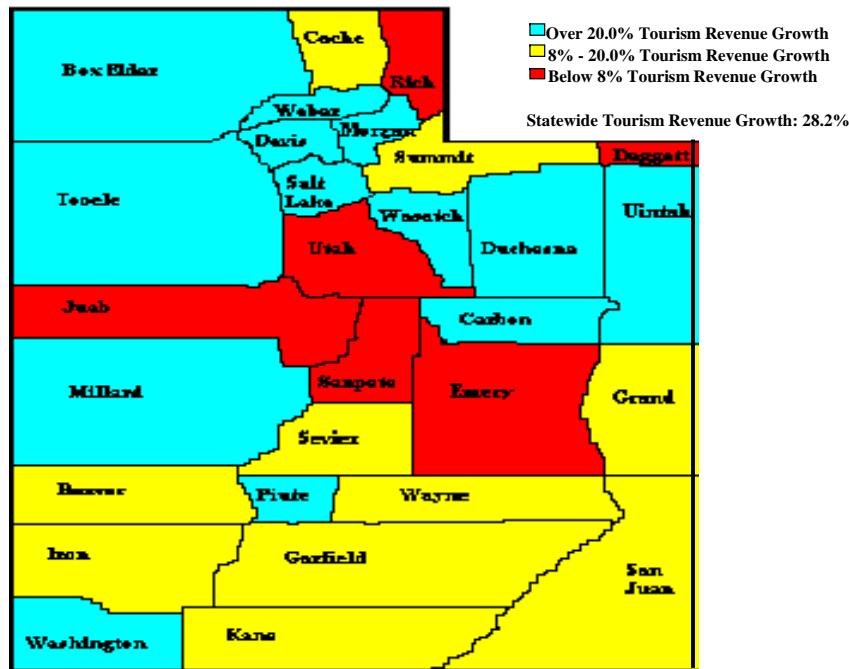
TOURISM RELATED TAX REVENUE FOR UTAH SUMMARY 2006

Rank	County	2006 Tourism Tax Revenues	Percent of State Total	Rank	County	2006 Tourism Tax Revenues	Percent of State Total
1	Salt Lake	\$39,210,121	56.7%	16	Sevier	\$421,726	0.6%
2	Summit	\$6,120,187	8.9%	17	Carbon	\$409,897	0.6%
3	Utah	\$4,264,419	6.2%	18	San Juan	\$267,499	0.4%
4	Washington	\$3,881,317	5.6%	19	Beaver	\$186,395	0.3%
5	Davis	\$3,458,460	5.0%	20	Emery	\$167,715	0.2%
6	Weber	\$3,008,853	4.4%	21	Duchesne	\$161,965	0.2%
7	Grand	\$1,390,657	2.0%	22	Juab	\$141,933	0.2%
8	Cache	\$1,113,276	1.6%	23	Wayne	\$142,877	0.2%
9	Iron	\$1,014,401	1.5%	24	Sanpete	\$114,767	0.2%
10	Garfield	\$718,837	1.0%	25	Millard	\$101,217	0.1%
11	Uintah	\$613,861	0.9%	26	Rich	\$79,473	0.1%
12	Wasatch	\$589,204	0.9%	27	Daggett	\$78,032	0.1%
13	Tooele	\$522,305	0.8%	28	Morgan	\$42,573	0.1%
14	Kane	\$472,713	0.7%	29	Piute	\$14,730	0.0%
15	Box Elder	\$443,572	0.6%	STATE OF UTAH		\$69,152,982	100.0%

**Total Tourism Tax Revenue in Utah
% Change 2005 to 2006**



**TOTAL TOURISM-RELATED TAX REVENUES
% Change 2005 to 2006**

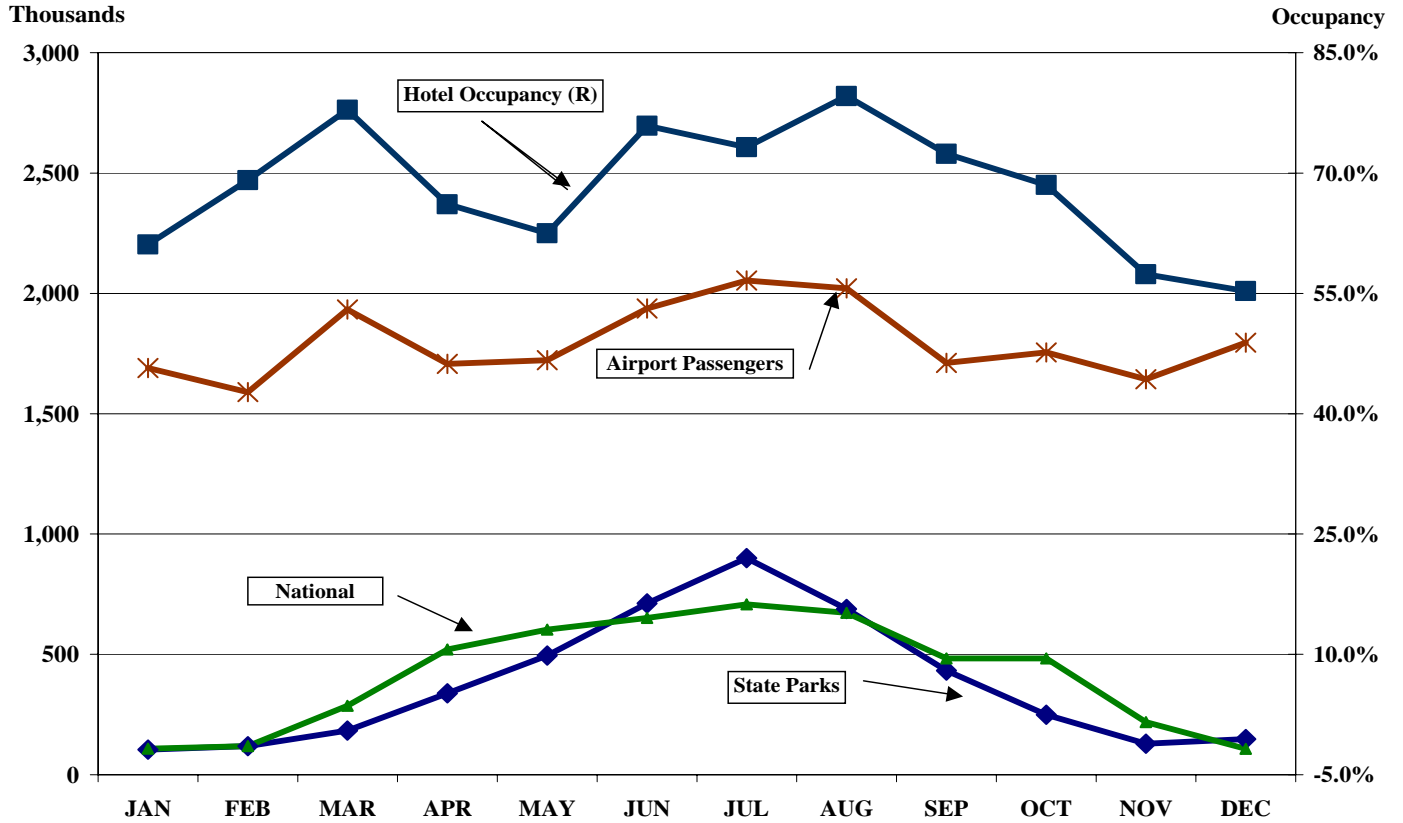


SOURCE: Utah State Tax Commission

Tourism related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and short-term vehicle lease tax (car rental tax). All 29 counties have adopted the transient room tax of 3% - 4.25%. Salt Lake County has also adopted a 0.5% tourism transient room tax in addition to the transient room tax (revenue from the 0.5% tax is not included in the chart above). 25 counties have adopted the prepared foods tax at the 1% level. Emery, Millard, and San Juan have not adopted the tax. As of 2007, Piute County no longer imposes the tax. Three counties have adopted a 3% short-term vehicle lease tax (Duchesne, Grand, and Uintah) and nine counties have adopted a 7% short-term vehicle lease tax (Davis, Morgan, Salt Lake, Sevier, Utah, Washington, and Weber).

Statewide Visitation Indicators

Key Monthly Visitation Indicators - 2006



National Park & Skier Visits

